

It's BUNCO Time—How to Run Your Promotion



The “It’s BUNCO Time” Promotion will run at 49 Army installations from 1 March through 31 May 2009. The goal is to generate business in our clubs and/or other MWR Food & Beverage Activities, while also offering social entertainment focusing on women on the installation. This Promotion is sponsored by FMWRC on behalf of the Army MWR Fund in partnership with the World Bunco Association. We are targeting women on the installation, Family Readiness Groups (FRGs) as well as other patrons over 18 years of age—to include men who would like to play.

GOALS/AFTER-ACTION REPORTING: The following goals have been established for the 2009 Bunco promotion to determine the return on investment for this initiative. Towards the end of the promotion we will be sending you an electronic after-action report that will tell us if these goals have been met.

- Generated a minimum of \$1,000 in net profits at your installation
- Had at least 48 players at each of your three Bunco nights
- Generated sufficient patron interest that Bunco will become an ongoing program at your installation
- Carried and sold Gentleman Jack and Southern Comfort drinks to support the sponsor
- Brought new customers to your facility
- Provided you with a promotion that aligned with your activity’s business plan

LESSONS LEARNED: In 2008, many locations did not generate the food and beverage sales we anticipated because they were too generous in their “snack” offerings. This year we encourage you to:

- Limit free snacks to popcorn or chips or other inexpensive munchies
- Limit free beverages to iced tea or water
- Promote and sell alcoholic and non-alcoholic beverages targeted towards women. Gentleman Jack (Jack Daniels) and Southern Comfort are our spirits’ sponsors in 2009. Drink recipes will be provided electronically. Do make sure that you have both Gentleman Jack and Southern Comfort available for sale at all 3 Bunco events.
- If you theme a buffet for each night – or offer snack platters with cheeses, fruits, appetizers or deserts—sell them at a reasonable price, don’t give them away. The goal is to generate food and bar sales.
- Generate additional sales by holding “Learn to Play Bunco” events prior to your first Bunco night.

HERE'S HOW IT WORKS: The installation Bunco POC, in coordination with the MWR Business Operations Director and the Marketing staff, should select three (3) Bunco nights—one in March, April and May respectively that best work for the installation. Coordinate with your Marketing Office to produce and display promotional materials—using the posters and other artwork provided. Make sure you add the dates, times and Bunco locations on any ads or flyers you produce locally from the artwork we provide. You will receive printed posters, electronic artwork for ads and banners where you will need to insert the dates/times information.

Bunco traditionally targets women. However, installations may allow any authorized MWR patron over 18 to participate. We will provide some non-gender specific prizes this year for male spouses or men who desire to join in the fun. Last year several installations had guys playing...and requested we offer some prizes that might appeal to men as well as women.

Each night, three rounds of Bunco should be played, with intermissions between games for prize drawings and food & beverage enjoyment. Nightly prizes will include: Most wins, Most Bunco's and Most Losses.

There will also be smaller prizes for early registrations and for random drawings between rounds.

You are encouraged to add local prizes such as free games of bowling, an aerobics class, dinner at the club or theme restaurant, or prizes from local sponsors. No other alcoholic beverage sponsor may be solicited.



INSTALLATION REQUIREMENTS: The Bunco Nights must be held in a Club or other MWR facility capable of serving and selling MWR food & beverage—to include alcoholic beverages. It may be in a non-F&B location as long as MWR caters the events. Remember, the goal is to generate revenue for your food & beverage activity. Profits will be reported on your After-Action survey which must be completed NLT June 30th 2009.

Each night you should strive for 4 Bunco groups of 12 players...48 players as a minimum. If you have fewer than 12 players, we recommend that you reschedule the event to maximize use of the prizes. Give the players who are turned away a small gift (i.e. free lunch or other MWR coupon) and a special invitation to the next event.

- Use the artwork provided and the prize information to market this promotion. Target audiences are wives groups, Family Readiness Groups and other women on the installation. A press release and sample email messages are included in this package. (Posters will be shipped the end of January and will also be sent electronically to your Marketing Office.)
- Establish your dates, times and locations of your three Bunco events and have the local Marketing Office insert the information on all promotional posters, ads, etc. Remember, the location should be a club or other MWR food & beverage facility. Submit the dates and locations to FMWRC (Shirley.Kappa@us.army.mil for the promotion website)

- Use the artwork provided to print registration sheets locally. Fax Registration sheets to FMWRC after each Bunco event. (Shirley Kappa, DSN: 328-6133 or (703) 428-6133)
- Use the electronic artwork provided to print Commissary rack cards. Take the cards and a Bunco poster to the Commissary manager. DECA will have sent a message alerting them that they are a partner in this promotion and to support your advertising efforts.



- Encourage early registrations prior to the event by offering a special prize drawing from only those who register in advance. Early registrations will help plan your seating and food requirements. Encourage your players to mark the box on the sign-in/registration sheet to "opt in" for information from the World Bunco Association.
- Provide the proper room/table set-up. Facility should have seating for at least 48 players. You must have at least 12 players sitting at three tables of four players to host the event. Additional players can be added in groups of 12. There is no limit to the number of players... but you must break them into groups of 12 players—three tables of four players to a table per Bunco group. If you have an odd number of players or fewer than 12 for a group, the rules from the World Bunco Association will explain how to accommodate them.

- The host facility should provide light snacks and a non-alcoholic beverage such as ice tea. Snacks should be simple: popcorn, chips, or nuts. Do have food and beverages for sale!
- The host facility should find one or more experienced local BUNCO players to help with their BUNCO nights. Rules will be provided in the package being sent from the World Bunco Association and will be emailed separately. It is a simple game, but it may be confusing if you try and run your event without someone familiar with the game. Reward your Bunco Experts with a free dinner for two, a Bunco t-shirt or some other prize. The World Bunco Association welcomes calls if you have questions. **1-800-786-9456 (California) or: leslie@worldbunco.com**
- No admission can be charged to participate in the game itself—otherwise you may violate gambling rules and Army Regulations. Make your money from food and beverage sales!
- Each Host Facility will have a Bunco Program Coordinator whose decision on rule interpretations and prize distribution is final.

THEME NIGHT IDEAS

Theme your food and beverage menu, décor and other activities to the night's Bunco theme whenever possible. Included are some ideas sent in from 2008 Bunco locations:

On “A Night of Indulgence”

- Work with your AAFES hair salon or off-post salons for prizes such as a free manicure or pedicure. If you have a local beauty school or massage school, invite the students in on “Indulgence” Night to do mini-massages, manicures, cosmetics demos, etc. Draw your “models” as one of the door prizes. Don't forget the AAFES barber shop for any men you might have playing. This ties in with “pampering” or “indulgence.”
- Again...what's more of an indulgence than chocolate...hot chocolate...chocolate cookies? How about a chocolate fountain buffet with pretzels and inexpensive munchies to dip as your snack for the evening.
- Sell trendy drinks such as Jack & Ginger, Cosmopolitans, Finlandia flavored vodka drinks, flavored martinis, etc. (Note: Brown Forman beverages is our sponsor)
- Other local prizes you can ad: a free fitness session or session with a personal trainer at your gym, a free 1-hour massage if your fitness center has a masseuse.
- Do you have a local day spa...perhaps they would provide a gift card or a spa basket in return for a display at your event.
- Add some bling to your décor! Use feather boas and balloons to fluff up the space. Scatter faux jewels, plastic tiaras or sequins on the buffet table.
- How about soundtracks from the Sex in the City movies played over your sound system to set the tone.

On “Gourmet Night” you could include some cheeses and crackers as your free snack that night or sell cheese, fruit and cracker platters. A wine tasting or flavored martini tasting would be fun additions if you have a local Brown Forman vendor to provide the product and/or run the tasting event. Gourmet night is also an opportunity for you to let patrons sample your newest menu items on a buffet that you sell at a reasonable price.

Other ideas from 2008:

- Set up your buffet in a central location so that it is available to other club patrons and not only your Bunco players. Give your Bunco players a discount coupon for the buffet.

- Give your Bunco room a “5 Star” catering feel with candles, centerpieces, specialty linens on your tables, chairs or buffet.
- Southern Comfort or other beverage samples passed by wait staff.
- Add some local prizes such as dinner for 4 at the club, aprons and cookbooks or cooking utensils from AAFES, Java Café coupons, etc.
- Play easy listening or other music during the event to set the tone.

On “Entertainment Night,” what’s more natural than popcorn or movie theater candy snacks?

Other ideas for Entertainment Night:

- Invite Bunco participants to bring a book, a DVD, a music CD or a video game to swap or sell. Turn the entire club into an entertainment swap event before or after Bunco.
- Play a chick-flick or TV show such as “Army Wives” or “Sex in the City” on your TV.
- Feature an entertainer in your club on Entertainment Night and bring the entertainer into the Bunco room to perform a number or two between Bunco rounds—like Grafenwoehr with their Elvis impersonator.
- Ask AAFES to provide music CDs or DVDs—or tickets to the post theater to use as local prizes. Ask ITR for a pair of tickets to a local show or event. Perhaps ARMP will give you free play or coupons on their MPOGs and video games.
- Provide alternative entertainment in other rooms—a Wii event for kids, a Texas Hold ‘em tournament for the guys. Sell a finger-food buffet from a central location that all groups can select from. Do not allow children into the Bunco play area.

PRIZES

Each of the three (3) Bunco nights will have a different set of gift cards and prizes and a different theme. The March event will be themed as “A Night of Indulgence,” April’s event will be designated as “Gourmet Night” and the third evening of Bunco will be “Entertainment Night.” We encourage you to run them in that order as prizes will build in value. Appropriate gift cards and other prizes will be provided for each night.

Individuals can win only one of the 3 major prize category gift cards (Most Wins, Most Bunco’s, and Most Losses) on any given Bunco night but may win additional random drawings or local prizes in addition to one gift card. You must submit the winners’ names and contact information for those winning the gift cards.

Hold the “It’s Bunco Time” scratch-off cards for Entertainment Night.

(Note: All gift cards and scratch cards will be shipped in one package from FMWRC on or around 1 February. **Acknowledge their receipt on the form included in the package** and secure them until your events. **Return the form as soon as you have inventoried your gift card package to:** Shirley Kappa fax number (703) 428-6133 or email: Shirley.Kappa@us.army.mil)

NIGHT OF INDULGENCE PRIZES:

Most Wins: \$50 SpaFinder.com gift card
 Most Bunco’s: \$50 Bath & Body gift card
 Most Losses: \$25 iGourmet.com gift card

Prizes to use between Bunco sets...and for your “early registration” drawing include:

Bunco t-shirts
 Fuzzy dice to hang from your rear view mirror

GOURMET NIGHT PRIZES:

Most Wins: \$75 William-Sonoma gift card

Most Bunco's: \$50 iGourmet.com gift card

Most Losses: \$25 Barnes & Noble gift card (purchase your favorite cookbook)

Prizes to use between sets or for early registrations:

Official Bunco Cookbooks

Bunco t-shirts

Fuzzy dice to hang from your rear view mirror

ENTERTAINMENT NIGHT PRIZES:

Most Wins: \$50 Best Buy gift card

Most Bunco's: \$50 Best Buy gift card

Most Losses: \$25 Barnes and Noble gift card (purchase your favorite book or CD)

Prizes to use during sets or for early registrations:

Scratch-off cards (All cards win! Prizes include music downloads, 8G iPod Nano or MP3 players. Each location will receive 20 scratch-off cards to use as additional prizes. At least one of the 10 cards will be an iPod or an MP3 player.)



One complete Bunco Game set

Any left-over fuzzy dice or t-shirts

ELIGIBILITY: This promotion is targeted at women but open to all authorized MWR patrons ages eighteen (18) years and older. Proof of eligibility will be required of local prize winners.

MWR employees and individuals engaged in the development and implementation or direct execution of the promotion, their immediate family members (defined as parents, spouses, children, siblings and grandparents) and household members of such may not participate in this Promotion. Installation MWR employees, over the age of 18, with no direct involvement in the promotion may participate.

Please do not allow participants to bring children into the playing area. The purpose is to provide a night away from kids and family...and children will distract the players and defeat the purpose of the event...a night out with the girls!

FMWRC & ITS VENDOR/PARTNERS WILL PROVIDE:

- BUNCO game kit from the World Bunco Association will include:
 - 4 Bunco Games (3 for play/1 for an Entertainment Night prize)
 - 3 packages each of score pads and tally sheets (keep samples to Xerox extras locally)
 - 3 Bunco cookbooks (for Gourmet night)
 - 9 Sets of additional dice
 - Fuzzy dice to pass around as part of the game
 - Pairs of fuzzy dice to use as prizes
 - Rules for play/organizing a tournament (Pass to the Bunco POC)
 - 5 Bunco t-shirts with Rhinestones (use as prizes)
 - 2 screen printed shirts to your Bunco experts)
 - Miscellaneous Bunco stickers, pencils, etc. to use for early registration drawing or random drawings between Bunco rounds.
 - Toll-free number to call the World Bunco Association for assistance with your event set up, rules, etc.

Leslie Crouch, President of the World Bunco Association, invites you to call her if you need help with the Bunco rules, instructions, questions about the game, etc. She can be reached at **1-800-786-9456 (California) or: leslie@worldbunco.com**

Additional Bunco kit materials will be shipped in early February:

- Package containing all 9 gift cards, table tents and additional prizes/scratch-off cards will be sent from FMWRC NLT 30 January
- Artwork to advertise the promotion
 - (15) 24" x 36" posters (from printer)
 - (10) 18" x 24" posters (from printer)
 - (1) Rules poster to display during the promotion (from printer)
 - (2) Handbooks for the promotion (this document). Make sure Marketing and the Bunco POC have copies
 - Press release and sample email messages
 - Electronic artwork for ad will be sent via email

POC FOR THE BUNCO PROMOTION: Shirley Kappa, DSN: 328-6125 or (703) 428-6125. Email Shirley at: **Shirley.Kappa@us.army.mil**. Fax: (703) 428-6133 / DSN: 328-6133.

SAMPLE PRESS RELEASE

It's Bunco Time!

Three Bunco nights will be offered at select Army Clubs or Food and Beverage locations to authorized patrons this spring, as a Family and Morale, Welfare and Recreation Command promotion called "It's Bunco Time!"

In 2008, more than 4,500 players took part in "It's Bunco Time!" parties Army-wide. While traditionally a ladies night out—Bunco began as a family parlor game—many locations participating in the 2008 promotion had men turn out to play as well. This year, prizes will appeal to both guys and gals, and anyone over 18 is welcome to join in the fun.

The 3-month promotion kicks-off in March and runs through the end of May. Bunco is easy to learn and play; beginners are welcome.

Themes this year are *Indulgence Night*, *Gourmet Night* and *Entertainment Night*. Prizes will include gift cards from: Williams-Sonoma, iGourmet.com, SpaFinder.com, Bath & Body Works, Best Buy and Barnes & Noble. In addition to gift cards, there will be smaller prizes for early registrants and drawings between games. On Entertainment Night lucky winners at each installation will take home an 8-gigabyte iPod Nano or an MP3 player.

For specific dates and times of "It's Bunco Time!" at your installation, visit www.mwrpromotions.com or check your local MWR calendar.

The Bunco night promotion is being conducted in partnership with the World Bunco Association, Brown-Forman Beverages (Gentleman Jack and Southern Comfort brands) and the Defense Commissary Agency. For more information about the game, including a complete set of rules and common terminology used during play, visit www.worldbunco.com.

For additional information about the Bunco Promotion contact: Shirley Kappa at the Family and MWR Command by calling 703-428-6125 or via email: Shirley.Kappa@us.army.mil.

BUNCO EMAIL

It's Bunco Time! Join more than 4,500 Army Bunco players this spring when Bunco returns to (list the facility and date). Win great prizes, meet new friends, sample food & beverage specials.

Don't miss the fun and a chance to win great prizes from Best Buy, William-Sonoma, SpaFinder.com, iGourmet and more! Call (insert local info—date/time/phone) to reserve your seat or just show up! There is no charge to play.